

Market Analysis - Market Size - TAM-SAM-SOM



Top-Down Approach

Markets	Year	Geographical	Size	CAGR	Source	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Cosmeceutical Market	2024	Global	64'251'200.00	8.00%	https://www.cognitivemarketresearch.com/cosmeceuticals-market-r		64'251'200.00	69'391'296.00	74'942'599.68	80'938'007.65	87'413'048.27	94'406'092.13	101'958'579.50	110'115'265.86	118'924'487.13
Cosmeceutical Market	2024	Global	180'670'000'000.00	6.60%	https://www.mordorintelligence.com/industry-reports/global-cosmec	180'670'000'000.00	192'594'220'000.00	205'305'438'520.00	218'855'597'462.32	233'300'066'894.83	248'697'871'309.89	265'111'930'816.35	282'609'318'250.22	301'261'533'254.74	
Cosmeceutical Market	2024	Global	68'670'000'000.00	9.10%	https://www.fortunebusinessinsights.com/cosmeceuticals-market-1f	68'670'000'000.00	74'918'970'000.00	81'736'596'270.00	89'174'626'530.57	97'289'517'544.85	106'142'863'641.43	115'801'864'232.80	126'339'833'877.99	137'836'758'760.89	
Cosmeceutical Market	2023	Global	63'480'000'000.00	5.10%	https://www.globenewswire.com/news-release/	63'480'000'000.00	66'717'480'000.00	70'120'071'480.00	73'696'195'125.48	77'454'701'076.88	81'404'890'831.80	85'556'540'264.22	89'919'923'817.70	94'505'839'932.40	99'325'637'768.95
Cosmeceutical Market	n.a.	Average				63'480'000'000.00	79'030'432'800.00	84'425'663'194.00	90'203'293'128.79	96'391'465'769.36	103'020'472'079.94	110'122'920'326.92	117'733'919'361.59	125'891'276'831.62	134'635'713'567.93

Markets	Year	Geographical	Size	CAGR	Source	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Phytopharmaceutical (Plant-Based Medicine)	2024	Global	169'600'000.00	40.40%	https://www.cognitivemarketresearch.com/botanical-drug-market-re		169'600'000.00	238'118'400.00	334'318'233.60	469'382'799.97	659'013'451.16	925'254'885.43	1'299'057'859.15	1'823'877'234.25	2'560'723'636.88
Phytopharmaceutical (Plant-Based Medicine)	n.a.	Average				169'600'000.00	238'118'400.00		334'318'233.60	469'382'799.97	659'013'451.16	925'254'885.43	1'299'057'859.15	1'823'877'234.25	2'560'723'636.88

Markets	Year	Geographical	Size	CAGR	Source	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Natural Cosmetics	2023	Global	31'840'000'000.00	5.30%	https://www.grandviewresearch.com/industry-a	31'840'000'000.00	33'527'520'000.00	35'304'478'560.00	37'175'615'923.68	39'145'923'567.64	41'220'657'516.72	43'405'352'365.11	45'705'836'040.46	48'128'245'350.60	50'679'042'354.18
Natural Cosmetics	2024	Global	41'740'000'000.00	6.10%	https://www.thebusinessresearchcompany.com/report/natural-cosm	41'740'000'000.00	44'286'140'000.00	46'987'594'540.00	49'853'837'806.94	52'894'921'913.16	56'121'512'149.87	59'544'924'391.01	63'177'164'778.86	67'030'971'830.37	
Natural Cosmetics	n.a.	Average				31'840'000'000.00	37'633'760'000.00	39'795'309'280.00	42'081'605'231.84	44'499'880'687.29	47'057'789'714.94	49'763'432'257.49	52'625'380'215.73	55'652'705'064.73	58'855'007'092.28

Markets	Year	Geographical	Size	CAGR	Source	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Plant-Based Supplements	2023	Global	2'650'000'000.00	8.40%	https://www.grandviewresearch.com/industry-a	2'650'000'000.00	2'872'600'000.00	3'113'898'400.00	3'375'465'865.60	3'659'004'998.31	3'966'361'418.17	4'299'535'777.29	4'660'696'782.59	5'052'195'312.32	5'476'579'718.56
Plant-Based Supplements	2024	Global	6'250'000'000.00	6.24%	https://www.fortunebusinessinsights.com/industry-reports/plant-bas	6'250'000'000.00	6'640'000'000.00	7'054'336'000.00	7'494'526'566.40	7'962'185'024.14	8'459'025'369.65	8'986'868'552.72	9'547'649'150.41	10'143'422'457.39	
Plant-Based Supplements	n.a.	Average				2'650'000'000.00	4'561'300'000.00	4'876'949'200.00	5'214'900'932.80	5'576'765'782.36	5'964'273'221.16	6'379'280'573.47	6'823'782'667.65	7'299'922'231.37	7'810'001'087.98

Markets	Year	Geographical	Size	CAGR	Source	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Indoor Farming	2023	Global	42'500'000'000.00	10.00%	Statista Indoor Farming ID51572	42'500'000'000.00	46'600'000'000.00	51'100'000'000.00	56'000'000'000.00	61'300'000'000.00	67'200'000'000.00	73'700'000'000.00	80'700'000'000.00	88'500'000'000.00	96'700'000'000.00
Indoor Farming	n.a.	Average				42'500'000'000.00	46'600'000'000.00	51'100'000'000.00	56'000'000'000.00	61'300'000'000.00	67'200'000'000.00	73'700'000'000.00	80'700'000'000.00	88'500'000'000.00	96'700'000'000.00

Markets	Year	Geographical	Size	CAGR	Source	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Vertical Farming	2023	Global	6'800'000'000.00	10.00%	Statista Indoor Farming ID51572	6'800'000'000.00	8'000'000'000.00	10'100'000'000.00	12'500'000'000.00	14'700'000'000.00	16'600'000'000.00	20'100'000'000.00	23'700'000'000.00	28'600'000'000.00	35'300'000'000.00
Vertical Farming	n.a.	Average				6'800'000'000.00	8'000'000'000.00	10'100'000'000.00	12'500'000'000.00	14'700'000'000.00	16'600'000'000.00	20'100'000'000.00	23'700'000'000.00	28'600'000'000.00	35'300'000'000.00

Markets	Importance			2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
	1 to 10	Weight	Regulation										
Cosmeceutical Market	8	19.51%	very high		15'420'572'253.66	16'473'300'135.41	17'600'642'561.72	18'808'090'881.83	20'101'555'527.79	21'487'399'088.18	22'972'472'070.55	24'564'151'576.90	26'270'383'135.21
Phytopharmaceutical (Plant-Based Medicine)	9	21.95%	very high		37'229'268.29	52'269'892.68	73'386'929.33	103'035'248.77	144'661'489.28	203'104'730.95	285'159'042.25	400'363'295.32	562'110'066.63
Natural Cosmetics	8	19.51%	high		7'343'172'682.93	7'764'938'396.10	8'211'044'923.29	8'682'903'548.74	9'182'007'749.26	9'709'938'001.46	10'268'366'871.36	10'859'064'402.87	11'483'903'822.88
Plant-Based Supplements	7	17.07%	rather high		778'758'536.59	832'649'863.41	890'348'939.75	952'130'743.33	1'018'290'549.95	1'089'145'463.76	1'165'036'065.21	1'246'328'185.84	1'333'414'819.90
Indoor Farming	4	9.76%	medium		4'546'341'463.41	4'985'365'853.66	5'463'414'634.15	5'980'487'804.88	6'556'097'560.98	7'190'243'902.44	7'873'170'731.71	8'634'146'341.46	9'434'146'341.46
Vertical Farming	5	12.20%	medium		975'609'756.10	1'231'707'317.07	1'524'390'243.90	1'792'682'926.83	2'024'390'243.90	2'451'219'512.20	2'890'243'902.44	3'487'804'878.05	4'304'878'048.78
Total Weighted Market Size (TAM)					29'101'683'960.98	31'340'231'458.34	33'763'228'232.12	36'319'331'154.38	39'027'003'121.16	42'131'050'698.99	45'454'448'683.52	49'191'858'680.45	53'388'836'234.86

Bottom-Up Approach

Average Customer	Cointainers	Initial Revenue	Annual Revenue	Weight	Source	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Number of Customers								1	5	10	20	35	50	100	200
Number of Containers								66	332	664	1'328	2'324	3'320	6'640	13'280
Category "Small"	8.00	2'500'000.00	287'500.00	80.00%	Market Survey, 2021-2023, Germany/Austria/Switzerland										
Category "Medium"	80.00	25'000'000.00	2'875'000.00	15.00%	Market Survey, 2021-2023, Germany/Austria/Switzerland										
Category "Large"	240.00	75'000'000.00	8'625'000.00	10.00%	Market Survey, 2021-2023, Germany/Austria/Switzerland										
Category "Extra Large"	480.00	150'000'000.00	17'250'000.00	5.00%	Market Survey, 2021-2023, Germany/Austria/Switzerland										
Weighted Average Customer	66.40	20'750'000.00	2'386'250.00												
Initial Revenue								20'750'000.00	103'750'000.00	207'500'000.00	415'000'000.00	726'250'000.00	1'037'500'000.00	2'075'000'000.00	4'150'000'000.00
Recurring "new in period"								2'386'250.00	11'931'250.00	23'862'500.00	47'725'000.00	83'518'750.00	119'312'500.00	238'625'000.00	477'250'000.00
Recurring "from last periods"									2'386'250.00	14'317'500.00	38'180'000.00	85'905'000.00	169'423'750.00	288'736'250.00	527'361'250.00
Total Revenue								23'136'250.00	118'067'500.00	245'680'000.00	500'905'000.00	895'673'750.00	1'326'236'250.00	2'602'361'250.00	5'154'611'250.00

Comparison Bottom-Up / Top-Down for marketshare

	2025	2026	2027	2028	2029	2030	2031	2032
Expected Total Weighted Revenue (SOM)	23'136'250.00	118'067'500.00	245'680'000.00	500'905'000.00	895'673'750.00	1'326'236'250.00	2'602'361'250.00	5'154'611'250.00
Total Weighted Market Size (TAM)	31'340'231'458.34	33'763'228'232.12	36'319'331'154.38	39'027'003'121.16	42'131'050'698.99	45'454'448'683.52	49'191'858'680.45	53'388'836'234.86
Calculated Market Share	0.0738%	0.3497%	0.6764%	1.2835%	2.1259%	2.9177%	5.2902%	9.6548%